ONE DAY: 24 hours in the lives of HP people

October 18, 1988.

It's 8 a.m. and the chef at HP's Melbourne, Australia, facility prepares a batch of chocolate-chip muffins in time for morning tea.

At lunch time in Grenoble, France, employees practice mountain-climbing skills on site at the HP gymnasium's "climbing wall."

That evening in San Jose, California, an employee volunteers his free time with a victim of Alzheimer's disease so that the man's wife can rest.

All of these events represent a slice of HP employees' lives during one average day. That's what we hoped to capture in this special photo essay: a snapshot of HP people worldwide as we salute the company's 50th anniversary.

"ONE DAY: 24 hours in the lives of Hewlett-Packard people" literally is that—a photographic look at employees from Hachioji, Japan, to Everett, Washington, and several sites in between during a 24-hour period. The photos were taken by talented student photographers from universities in seven countries (see story on page 46).

We purposely broadened our focus beyond the eight-hour work day because many of the things that make HP people special occur outside HP facilities. HP people are civic leaders, students, parents, volunteers, artists, musicians, inventors and athletes.

If, as the axiom goes, a picture is worth a thousand words, the photos in this issue tell a story better than 60,000 words of text.—Editor
7 a.m. San Francisco, California HP employees who ride in a van pool from San Francisco to Cupertino and Santa Clara fuel up before beginning their one-hour commute to Silicon Valley.
7 a.m. Nishi Hachioji, Japan. Takenori Uejima, a production worker at HP's factory in Hachioji, eats breakfast while watching television in YHP's Nishi (west) Hachioji dormitory.

5:45 a.m. Böblingen, West Germany. It takes a lot of bread and jam each morning to satisfy the Ruhnau family—all 11 of them. Horst Ruhnau, supervisor at the Böblingen manufacturing plant, and his wife, Doris, have opened their home to two adopted children and four foster children in addition to their three offspring.
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7:40 a.m. Snohomish, Washington George Richardson fishes every day — sometimes before and after work — year round. One of George's favorite fishing spots is about 15 minutes from the Lake Stevens Instrument Division, where he works in the business department.

above

9:06 a.m. Shinjuku, Japan
Takayuki Koseki, computer sales representative, reads the morning newspaper to pass the time while waiting for the Yamanote train, which will carry him on the eight-mile trip to a customer site.
8:12 a.m. Melbourne, Australia
Chai Robert Erskine prepares a batch of chocolate-chip muffins in time for morning tea.

above
7 a.m. Grenoble, France
Edwige Auvray, purchasing agent, relaxes before work by painting a picture for a national exhibition in Paris. The painting reflects the countryside around Albertville — site of the 1992 Olympic Games.
7:20 a.m. Atlanta, Georgia
Service technician John Mike Griffin gets in some quiet research time at the Customer Service Center in the Atlanta Customer Support Center.

8:15 a.m. Greeley, Colorado
Wanda Chapman works on a printed-circuit-board assembly at the Greeley site.
8:20 a.m. Atlanta, Georgia
HP sales rep John Sandlin calls on customer Rick Martin at the Lockheed Aeronautical Systems Co. Lockheed uses HP equipment to test flight control surfaces on the huge C-5B Galaxy aircraft, shown in the background.
9:30 a.m. Andover, Massachusetts Suzanne Fall (standing), Andover site secretary, teaches Peggy Dolan how to use HP Drawing Gallery during a training class at the Andover site's computer college.
above

9 a.m. Corvallis, Oregon
Vibrant colors show the unmistakable arrival of fall as Corvallis site maintenance man Irwin Olson mows the grass near the front entrance.

left

9:05 a.m. Waltham, Massachusetts
Nimble-fingered Aiko Taylor, printed-circuitboard test and repair operator, crochets a queen-size bedspread during a morning break from work.
above

10:00 a.m. Santa Clara, California Tubes generating cesium beams for the atomic clocks go through a stabilizing period of two weeks to three months at the Santa Clara Division. Jeanne Wirth monitors tube performance three times a week to determine when tubes are ready to ship.

left

9 a.m. Santa Clara, California Arnold Abelaye has been a glassblower at the Santa Clara Division for 4 1/2 years. It takes two days to build this glass manifold—one step in manufacturing HP's atomic clock. Cesium, a solid at room temperature, is heated to a liquid state and measured into vials for each atomic clock.
10:50 a.m. Everett, Washington  
Vic Cardona and Mike Edwards run through a chemical-spill drill on the loading dock at the Lake Stevens Instrument Division. They use water to simulate a chemical spill.
11 a.m. Palo Alto, California
Filomena Notarte operates an automatic component-insertion machine at the Stanford Park Division.

11:15 a.m. Palo Alto, California
A photographer takes an up-close look at microcircuit technology through the handiwork of Lourdes Bracero at the Stanford Park Division.
11:30 a.m. Everett, Washington

Grant Bower, R&D engineer, takes a spin on the ninth in a line of recumbent bicycles he has designed and built. Grant's wife, Debbie, a component engineer who did all of the fabric work, often joins Grant during lunch-time rides on her recumbent bike. Last summer, Grant's bicycle won three events at the international human-powered vehicle championships.
above

11:30 a.m. Corvallis, Oregon
One-year-old Craig and 2-year-old Ryan help their engineer dad, Bob Aman, feed the ducks during lunch at Stewart Lake, which is on the HP grounds.

previous page

11 a.m. Hachioji, Japan
Sadao Harashima, facilities worker, burns more than one ton of confidential HP documentation each day in a huge blast furnace. The documentation is shipped from YHP sites throughout Japan daily to Hachioji to be burned in the furnace.

PHOTO BY HOBUTOSHI IMAI
left
1:30 p.m. Milan, Italy
Roast pig was a special menu item in the cafeteria at HP's facility in Cermusco.

above
11:10 a.m. Böblingen, West Germany
Heidi Noppel and Anna Volk check printed-circuit boards in the clean room at the Böblingen Manufacturing Operation.
12:40 p.m. Cupertino, California Gene Austin and Susan Bockus chat during lunch at the Cupertino site.

12:15 p.m. Atlanta, Georgia Employees from the Southern Sales Region headquarters escape the office for an old-fashioned picnic on the banks of the Chattahoochee River—just a few miles from the office.

1:30 p.m. Grenoble, France Marcel Chrysanthis keeps a taut line while Isabelle Di-Bilio practices rock-climbing techniques on the "climbing wall" in the HP gymnasium during their lunch period. Both work in the Grenoble Networks Division R&D laboratory.
above
1 p.m. Hachioji, Japan
About 880 YHP employees at the Hachioji site attend monthly all-factory meetings in the cafeteria. New employees, including those who have moved to Hachioji from other sites, are introduced on stage.

previous page
12:30 p.m. Sunnyvale, California
Personal Computer Group employees soak up the California sun and get a healthy dose of exercise with a lunch-time "ultimate" Frisbee game on the site recreation field.

right
1:45 p.m. Cupertino, California
Marketing's Grant Bentley and Bruce Thompson hold an impromptu meeting in a hallway in Building 46.

far right
1:02 p.m. Singapore
Muslim women don robes, spread their prayer rugs and pause for prayers during break periods. Isolated stairwells provide a quiet place where the women bow northwest to Mecca for their required prayer sessions.
above

2:37 p.m. Melbourne, Australia
HP's computer-integrated-manufacturing technology is used to carve and etch bowls for the popular Australian sport of lawn bowls. HP sales representative John Lester (left) discusses the technology with Geoff Weston, systems administrator for Henselite Pty. Ltd., Australia's largest lawn-bowls manufacturer.

right

2:30 p.m. Palo Alto, California
Bill Hewlett takes a break in his office doorway.
3:01 p.m. Singapore

Employees leaving from or arriving at work during the afternoon shift change stop to buy fresh fruit and vegetables from sidewalk "hawkers" outside the HP facility. Eating is a favorite pastime for Singaporeans, and hawkers offer a wide variety of items, including grapes, plums, bananas and rambutan—a "hairy" fruit which tastes something like a longan.
2:10 p.m. Everett, Washington
Personnel's Erin Rainey-Schuh interprets for hearing-impaired employees at the Lake Stevens Instrument Division using American Sign Language.

2 p.m. Pinewood, England
Like most days, October 13, 1988, had its share of meetings, including the R&D manufacturing council. Members include (from left) Finlay McKenzie, Queensferry Telecom Division general manager; David Baldwin, U.K. managing director; Bob Tillman, GM of Computer Peripherals Bristol Division; and Don Summers, operations manager of the Queensferry Microwave Operation.
3 p.m. Grenoble, France
Architect Yann Bruyere discusses progress on the construction of the Grenoble site's third building, which is scheduled for completion in early 1989.
above

4 p.m. Kings Valley, Oregon
Wayne Verley, Northwest IC Division engineer, raises and sells sheep on his 60-acre farm in Kings Valley—about 23 miles from Corvallis.

right

3:05 p.m. Palo Alto, California
John Young updates Dave Packard on issues facing the company during a meeting in John's office.
4:08 p.m. Melbourne, Australia  Trevor Chadband and Peter Schurr ride along Melbourne's Yarra River after work. Trevor and Peter work in the electronic data processing department.
Furrowed brows and deep thought punctuate a meeting as Doug Gibson discusses marketing strategy in his Pacific Technology Park office.

Video producers Kevin Corcoran and David Land edit a customer education tape at the Mayfield site's Marketing and Educational Media Center.

Personnel rep Kevin Stacia discusses career opportunities with Atlanta University students. Kevin is president of the Georgia Chapter of the National Association of Black MBAs. Cassandra Hollis (far right), is an AU graduate and region marketing analyst at HP. Muriel Lett (upper left) was an HP SEED student last summer.
above

6 p.m. Takaido, Japan
Young YHP women go through the measured steps of the tea ceremony in silence at a tea-ceremony club meeting in YHP's Takaido office. Keiko Yamada passes along the ancient ceremony to interested female employees.
4:15 p.m. Limite, Italy
Customer engineers Mario Vigano and Sandro Medei leave the office for a customer call in the Milan area.

5:15 p.m. Atlanta, Georgia
David Hard, medical sales rep., uses a cellular phone to confirm a customer appointment.
top left

6:50 p.m. Milan, Italy Daniela Fania, field marketing specialist, shops after work on Avenue Buenos Aires.

left

6:15 p.m. Singapore Adventurous young men gather after work on Tuesdays and Thursdays to play sepak takraw—a native game which is a combination of volleyball, soccer and badminton. The ball is a little larger than a softball and made of rock-hard rattan. You can kick it or hit it with your head, but can’t touch it with your hands. Games are played to 15 points each (or as one person quipped—until one team has to quit due to headaches).

above

5:35 p.m. San Jose, California Tyree Johnson, cost analyst at the Cupertino site, volunteers one evening a week for The Friendly Visiting Service, a United Way agency. Tyree spends time with Alex Regian, a victim of Alzheimer’s disease, to give Alex’ wife free time.
6:45 p.m. Ehingen, West Germany  Hartmut Halverscheid, manufacturing manager at HP's Böblingen Manufacturing Operation, gets a touch of makeup before a night-time dress rehearsal. Hartmut plays the vicar in a comedy play being produced by the local amateur theater company.
left
7:15 p.m. San Jose, California
Chris Kavoshi spends one night per week in a Psychology of Management class at San Jose State University. A part-time student, Chris is working on her undergraduate degree in behavioral science through HP's educational reimbursement program.

above
9:30 p.m. San Jose, California
Evelyn Almazan pulls on protective booties before entering the fabrication "clean room" at the San Jose components site.
8:22 p.m. Bristol, England
Sheila Rose, company nurse and part-time cricket umpire, keeps a sharp eye on her work.

10 p.m. Grenoble, France
Christian Roy, lab manager at the Grenoble Networks Division, plays saxophone each week at a Grenoble jazz club called La Soupe Aux Choux (loosely translated, “Cabbage Soup”).
11:15 p.m. Loveland, Colorado

Banks of security systems at the Loveland site form a colorful background for dispatcher Cheryl Crim, who monitors a police scanner.
The making of
"ONE DAY: 24 hours in the lives of HP people"

How in the world do you begin to show the diversity of a company such as Hewlett-Packard within the space and budgetary confines of a single issue of Measure magazine?

How do you capture the look, feel and spirit of the people of HP—all 87,000 of them in 78 countries—in one 24-hour period, and then illustrate that spirit in an organized, attractive fashion?

Those were some of the challenges facing the Measure staff in October 1987 when we began planning in earnest for the issue you’re reading.

We decided to “tell” the HP story in a photo essay. Photos communicate well for a number of reasons. Most of us grew up looking at picture books. And photos often communicate messages that transcend languages. While words must be translated, pictures say it all.

Our first task was to determine the scope of the special issue. Even though we more than doubled the size of a regular Measure, we couldn’t begin to include HP’s more than 500 sales, service and manufacturing sites.

So we chose representative sites around the world: four in Europe, four in the Intercontinental countries and eight in the U.S., where 56,000 HP employees work. We selected sites with a large number of employees, while also balancing the selections geographically and across the organization (both manufacturing and sales locations).

The next task was selecting photographers. To stretch our limited photo budget as far as we could, we looked for talented photojournalism students at universities around the world.

Working with photojournalism instructors, the Measure staff reviewed dozens of student portfolios before selecting the photographers. These were more than top-notch amateurs: some had served internships with prestigious magazines such as National Geographic and Sports Illustrated.

“ONE DAY...” gave the students a chance to gain valuable experience on an exciting, international project, while Measure met its quality standards (and stayed within budget).

In addition to the once-in-a-lifetime experience and the paid travel, the photographers received modest honoraria, limited-edition 50th anniversary HP calculators, extra copies of Measure for their portfolios and rights (shared with HP) to all photos they shot.

HP employee-communications specialists at the sites to be photographed began thinking about interesting local people and events. We wanted photographs of typical activities during a typical day in the lives of HP employees.

And we emphasized candid shots— as spontaneous as possible—so that the photographers could offer suggestions on interesting people or scenes they saw.

Finding “typical”— yet visually intriguing—shots is more difficult than you might imagine. Meetings, for example, are common daily occurrences at HP, but photographs of meetings usually aren’t very interesting. And how do you show the uniqueness of a site and its people—especially when one HP manufacturing plant or sales office looks much like any other? At the same time, how do you show cultural differences while avoiding clichés?

Even the concept of a photo essay which focuses on HP people—before, during and after work—can be a difficult one to explain. We took a visual approach by sending copies of the A Day in the Life of Australia, Japan, Canada, etc.) books to help illustrate our purpose.

There were volumes of HP Desk messages outlining the project, the schedule and the deadlines. There were countless hours on the telephone to work out a myriad of logistical details. Hardly a day went by without a meeting to discuss “ONE DAY...” details.

One department member interrupted a vacation in Italy to meet with communicators there about the photo shoot. Another squeezed in four “ONE DAY” briefings during a business trip to Europe. A third Measure staffer visited the photojournalism departments at four U.S. universities to meet with and answer questions from half of the student photographers.

Experts from HP Corporate Legal helped draft an agreement (later translated into a handful of languages) between the students and HP. The Corporate Risk Management department suggested insurance coverage for the...
students and their equipment during "ONE DAY ..." And the in-house travel agency booked more than a dozen flights for photographers and HP escorts to destinations as close as Colorado and as far away as Singapore. Every site had its own peculiar situation. For example:

- How does one photographer take photographs in Loveland, Greeley and Fort Collins, Colorado, in one day? (Start early, continue until late in the evening, and don't rest in between.)
- How does a U.S. employee with a Canadian passport arrange a trip to Japan? (For Shirley Gilbert, site communications manager in Cupertino, California, and a former 10-year Tokyo resident, the dilemma was worth the paperwork jungle she encountered.)
- How do you supervise a photographer at one location while coordinating shots later in the day at two other locations—in two countries? (Roger Wilson used an airplane, train, car and cell phone to pull together challenging shots in Scotland and Great Britain.)

While the communicators and photographers grappled with these issues, the Measure staff concentrated on others:

- Is it better to buy film in each location or buy all film at one spot and ship it around the world? (Kodak advised the latter).
- Should all film be processed at the same lab or can you bank on consistent processing quality worldwide? (The former was the answer.)
- How can you get film from Palo Alto, California, around the world—and back—safely and in short turnaround time? (A variety of overnight express services and periodic prayer.)

We decided on the October 18 shooting date in a mostly objective fashion.

- It gave us approximately three months from the date of the shooting until Measure would be distributed.
- It was convenient for most university students (sandwiched between homecoming football games and final exams).
- It is an easy-to-remember date (at least for the editor, whose wedding
anniversary is the same day.

Most of the photographers flew to their shooting locations on Sunday, October 16. On Monday, they scouted the sites they would photograph the next day to see what type of film, filters and lenses they would need.

Despite months of planning, last-minute changes were inevitable. In Atlanta, for instance, the photographer and PR escorts decided at 10 p.m. Monday that they needed a special lens the next day. A fast-acting secretary made a flurry of phone calls and produced the lens soon after 8 a.m. the next morning—just in time for the shot.

Overall, the October 18 shooting began at 12:01 a.m. and continued until 11:59 p.m. in several locations.

By day's end, most of the photographers and communicators involved in "ONE DAY..." agreed that it was one of the most stimulating, creative, fast-paced and exhausting days of their lives.

In all, we processed more than 300 rolls of film and examined more than 10,000 images. We sent the slides to the U.S. student photographers, who indicated their favorite photos and returned all slides to Measure in Palo Alto.

An initial panel of three judges looked at every image, and put a colored dot on the slide frame to indicate their vote for the best images. Then the three-, two- and one-dot slides were put in a carousel and projected on a large screen to see how the photos looked blown up.

It took two weeks, including one long Saturday, to reduce the original 10,000-slide selection to the top 350 slides. The quality was so outstanding that every decision became more difficult than the last. Finally, we chose the best 60 for "ONE DAY..." and an equal number of exhibits.

It may not be Cecil B. DeMille and a cast of thousands, but "ONE DAY..." truly represents the work of hundreds of HP people. Some are pictured in this issue; a few are mentioned by name.

To all who shared their time and a part of their lives to celebrate HP's 50th anniversary. Measure thanks you.

—Jay Coleman

Coordinators:

Mavis Ballinger, Hewlett-Packard Limited, Pinewoods, England
Josette Boumier, European Headquarters, Geneva, Switzerland: in Milan, Italy, for "ONE DAY..."
Rob Benzon, European Headquarters, Geneva, Switzerland: in Grenoble, France, for "ONE DAY..."
Barbara Byrner, Corvallis, Oregon, site
Jerry Cashman, Personal Computer Group, Sunnyvale, California
Janet Dale, Waltham, Massachusetts, site
Diana Dunn-Cusenza, Santa Clara, California, site
Grazia Gandolfi, Italian Sales Region, Cernusco (Milan), Italy
Ron Gedris, Pacific Technology Park, Sunnyvale, California
Roseanna Gil, Scientific Instruments Division, Palo Alto, California
Shirley Gilbert, Cupertino, California, site: in Tokyo, Japan, for "ONE DAY..."
Robyn Hayes, Hewlett-Packard
Australia Ltd., Melbourne, Australia

Barbara Kawamoto, Cupertino, California, site
Mike Kelley, Greeley, Colorado, site
Martina Koetzle, Hewlett-Packard GmbH, Boblingen, West Germany, site
Kris Larson, Corporate PR, Palo Alto, California
Bernard Lim, Hewlett-Packard Singapore Pte. Ltd.
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Martha Maris, Worldwide Customer Support Operations. Mountain View, California
Glenn Miller, Yokogawa Hewlett-Packard, Ltd., Tokyo, Japan
John Monahan, Fort Collins, Colorado, site
Lynn Nixon, Lake Stevens (Washington) Instrument Division
Gregg Piburn, Loveland, Colorado, site
Maura Renaud, Andover, Massachusetts, site
Betsy Riccomini, San Jose, California, components site
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Virginia Toney, Stanford Park Division, Palo Alto, California
Roger Wilson, Hewlett-Packard Limited, Pinewoods, England
Trisa Zembrun, Direct Marketing Division, Sunnyvale, California

Security guard Isaac Kaidani lowers the flag at day's end at the Sunnyvale site.

two or three more magazine issues

1989. Given enough time, money and energy, we could have produced

48 MEASURE.
President John Young talks about the things that make him most proud of HP people.

I think it's very appropriate that this special issue of Measure kicks off our 50th anniversary year by highlighting HP people.

Anniversaries prompt us to look back and, as we do so, it's almost starting to think about how much change HP has seen in the past 50 years. Since I joined the company in 1958, we've progressed through four complete technology stages—from vacuum tubes, to transistors, to integrated circuits, to today's large-scale integrated circuits. And I won't even try to enumerate all the variations we've seen in products, markets and our organization.

Despite the pace and scope of change, some things have remained constant throughout the decades. Since the beginning, HP's greatest strength has been the quality of the people who choose to work here. As the photos in this issue demonstrate, our workforce is very diverse. Yet, it always strikes me that HP people are the same wherever you go. In my 30-plus years with the company, I've had the chance to visit virtually every HP site worldwide. My travels have prompted me to tell visitors that I could drop in at almost any HP location around the world and, aside from obvious clues like the race of the people and the spoken language, they would have a difficult time knowing what site they were on. With the partitions and absence of offices, that easy, open environment looks the same.

We've been able to create a working environment and company culture that simply make sense and have a universal appeal. We may have 87,000 employees in more than 70 nations around the world, but we're linked by shared values.

Let me tell you a few things that make me most proud of HP people.

They're winners. They want Hewlett-Packard to succeed. They want to be part of that success, and their individual and collective efforts are what make it possible for the company to move ahead.

They respect each other. That respect goes beyond simple courtesies: HP people will go out of their way to help each other and, in doing so, help the team. It's vital that we operate that way because we have such a complex organization. And our people have repeatedly demonstrated a talent for pulling together to achieve superior results.

They're open to change. HP people are willing to take on new responsibilities and learn new skills. They recognize that our business is dynamic, and that they need to grow and acquire new capabilities and responsibilities if HP is going to continue to be successful in the years ahead. I think that's a challenge each HP person understands well and is committed to pursuing.

They're technically excellent. This is probably the greatest hallmark of HP people. When you review the products we've developed over our history—and our 1988 annual report does just that—you get a sense of the extraordinary technical contributions we've made. Our products make a difference in how people live and work.

They're creative risk-takers. People are willing to try new ideas. They're not mired in "the same old way." Whether it's a new technology, a new product or a new way of doing business—such as TQC—HP people are eager to explore the possibilities and come up with the best answer to the question at hand.

They're committed. The dedication of HP people is evident in so many ways. I see it in full parking lots on a weekend when a project team approaches a deadline. I see it in the extra effort people will take to follow through on a customer request. I see it in the employment figures, too. Compared with other companies in our industry, very few people leave HP. The entire company benefits from this continuity because we can tap the insight and expertise that come with experience.

They're unpretentious. HP people aren't concerned with what some people consider to be signs of importance. "How big's my office? Is it located in a corner? Do I get a rug?" These aren't questions we hear people ask very often. Instead, we focus on customers and products. That enables us to get every person in the organization concentrating on what's important. This creates an environment where you don't have to talk about motivation. It's simply automatic.

As you review this photo essay, you'll probably find other adjectives to describe HP people. One word struck me as I reviewed it—proud. I'm very proud to be part of the HP team. HP's next half century will, no doubt, pose formidable challenges. I know HP people are up to them.
ottom Line

Orders for Hewlett-Packard's 1988 fiscal year, ended October 31, set company history by exceeding $10 billion for the first time. President and CEO John Young termed it "a major milestone." Orders totaled $10.07 billion (up 20 percent from the year before).

HP reported a 22 percent increase in net revenue and a 27 percent increase in net earnings for FY88. Net earnings per share rose 34 percent. Net revenue totaled $9.831 billion (up from $8.09 billion in FY87) with U.S. revenue up 16 percent and international up 28 percent. Net earnings for the year were $816 million or $3.36 a share based on an average 243 million shares of common stock outstanding (compared with $644 million and $2.50 per share on 257 million shares in FY87).

For the fourth quarter, net revenue totaled $2.709 billion (up 19 percent from $2.279 billion in the year-ago quarter) and net earnings totaled $243 million or $1.03 a share on approximately 234 million shares of common stock outstanding (compared with the previous $218 million or 85 cents a share on 257 million shares).

Computer Changes

On October 27 Executive VP and Chief Operating Officer Dean Morton announced a sector realignment in the Computer Business Organization (CBO). Replacing the former Technical Systems, Business Systems and Systems Technology sectors are two new sectors:

- The Computer Products Sector under Exec VP Lew Platt concentrates on businesses with products sold as personal solutions by the HP sales force or computer dealers and distributors. It includes the Personal Computer Group, Peripherals Group, Workstations Group, (formerly the Technical Computer Group) and Engineering Applications Group (formerly the Engineering and Manufacturing Systems Group).

- The Networked Systems Sector under Exec VP Doug Chance is responsible for businesses that have primarily a multi-user or systems orientation, with products sold mostly through HP's direct sales force. It includes three existing groups—Computer Manufacturing and Planning Group, Information Networks Group, Information Systems Group—and the new Computer Systems Group under VP Wim Roelandts and the Manufacturing Applications Group under GM Doug Spreng.

- John Doyle has been named Executive Vice President for Business Development, reporting to Young, and oversees the Circuit Technology Group and the corporate departments of development, engineering, manufacturing and quality.

- The Information Architecture Group under VP Joel Birnbaum now reports directly to Morton.

A sporting gesture

When 2,600 athletes came together in San Francisco for the first World Corporate Games October 22 to November 5, most came from the U.S.—and 442 were from HP, which fielded the largest team.

At the opening day's photo session, Jim Burnham, R&D engineer at the Stanford Park Division, was one of the HP people who greeted a dozen athletes from a U.S.S.R. trade union. One was Eugeny Teptsov, defending champion of the Moscow marathon. Most of the friendly interchange was through gestures.

It didn't take a common language, however, for Jim to realize the next day that Eugeny had suffered some bad luck. His running shoes had disappeared from the hotel, and a practice run in plastic shoes left him limping from blisters. On a $5 daily stipend, buying new shoes was out.

Sympathetic, Jim bought him a pair, going to six sports stores to find the right fit.

It led to Jim's later hosting the Soviet team at his division. The visitors, who all worked in factories, were impressed by auto insertion, numerically controlled machining of parts, computer-aided design—and the food in the cafeteria.

In the Games, HP came in second in wins in the 20 sports, excelling in track, basketball, volleyball, power lifting and men's softball. Team organizers were Ann Schneider, North American Response Center/Mountain View; and Bill Hassell, Neely Mountain View.
A Pope-ular dedication

HP shared the spotlight with Pope John Paul II recently in Rome, Italy, when the pontiff visited the Institute of Cardiology at Universita Cattolica to dedicate the new coronary care unit.

The pope blessed the HP 565MS cardiac data-management system, which stores patient records, and the HP 78100-101 telemetry system, a portable unit which enables patients to walk about freely while the equipment monitors their heart rate.

“...The new department delivers modern diagnosis and therapy equipment to cure one of the most delicate emergencies in cardiac pathology history—the heart attack,” the Pope said during the televised blessing.

The pope’s recent gatherings in Berlin, West Germany; HP loaned more than 70 systems to the organization, which promotes international monetary cooperation and currency stabilization.

The 10,000 participants were registered on HP 2392A display terminals. Delegations from each country also used HP Vectra personal computers, and HP DeskJet and HP LaserJet printers. According to the World Bank organizers, the equipment performed flawlessly during the three-day meeting.

HP employees from Grenoble, France; Washington, D.C.; Böblingen, West Germany, and Berlin coordinated the loan.
PARTING SHOT

11 p.m. Atlanta, Georgia
A long day ends for two HP employees leaving the Southern Sales Region headquarters building. October 18, 1988, was a day of excitement, frustration, innovation, challenge and creativity. In many ways it was merely another day in the life of Hewlett-Packard.

MEASURE

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Hewlett-Packard Company is an international manufacturer of measurement and computation products and systems recognized for excellence in quality and support. The company’s products and services are used in industry, business, engineering, science, medicine and education in more than 70 countries. Founded in 1939, HP celebrates its 50th anniversary in 1989. HP employs more than 87,000 people worldwide.

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